

	EVENING 6:00-7:00PM		MONDAY-FRIDAY 11:30-1:00AM		WEEKDAY DAYTIME 10:00AM-4:30PM					WEEKEND DAYTIME			
	Informational(1)		11:30PM- 1:00AM(4)	Daytime Drama	Quiz & Aud. Partic.(1)	Situation Comedy	10:00AM- 1:00PM	1:00- 4:30PM	10:00AM- 4:30PM	Child- ren's(1)	Sports		
	Once-a-Week	Multi-weekly									Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	6.0	9.6	6.1	6.5	5.0	5.6	5.3	6.6	6.0	4.5	6.2	4.8	5.7
NO. OF PROGRAMS†	5	3	13	14	11	3	16	12	28	36	8	8	16

1 PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JUNE 11, 1978

RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	USO TRIBUTE TO BOB HOPE(S)	27.1	19,760	11	WBC HEAVYWGHT CHAMPIONSHIP(S)	19.7	14,360
2	ONE DAY AT A TIME#	26.9	19,610	12	HAPPY DAYS	19.5	14,220
3	CHARLIE'S ANGELS#	25.8	18,810	13	PROJECT U.F.O.#	19.3	14,070
4	THREE'S COMPANY	25.2	18,370	14	CBS WEDNESDAY NIGHT MOVIE#	18.8	13,710
5	BARBARA WALTERS SPECIAL(S)	23.7	17,280	15	CIRCUS OF THE STARS(S)	18.7	13,630
6	LAVERNE AND SHIRLEY	21.5	15,670	16	STARKY AND HUTCH	18.6	13,560
7	CARTER COUNTRY	21.2	15,450	17	BARNABY JONES	18.3	13,340
8	M*A*S*H	21.1	15,380	17	BIG EVENT	18.3	13,340
9	LOU GRANT	21.0	15,310	19	ROCKFORD FILES	18.1	13,190
10	QUINCY, M.E.	20.9	15,240				

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST JUNE 1978 REPORT

PROGRAM NAME														T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME														T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)			WK # DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)			WK # DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)				
•EVENING																																															
ABC MINUTE MAGAZINE					14		173		95	A	8.5	21	620			BABY, I'M BACK					2	177	184	96	96	A	10.6	25	773			SAT.		8.30P	30	CBS CS			B	10.6	25	773					
2 SUN.		7.58P	1	ABC N						B	14.3	23	1042			BARBARA WALTERS SPECIAL(S)						196		99		A	23.7	40	1728			1 TUE.		10.00P	60	ABC DN											
ABC MONDAY NIGHT BASEBALL					5	189		99		A	10.4	18	758								12	174		94		A	13.1	25	955			BARETTA							B	14.2	26	1035					
1 MON.		8.30P	150	ABC SE						B	12.3	20	897								32	154	155	93	93	A	6.3	20	459			BARETTA-11:30PM							B	7.1	23	518					
ABC MONDAY NIGHT BASEBALL					1		190		99	A	11.8	23	860																																		
2 MON.		8.00P	136	ABC SE						B	11.8	23	860																																		
ABC NEWS-REASONER/WALTERS					169	196	193	99	99	A	7.5	19	547																																		
M-F		6.30P	30	ABC N						B	9.6	19	700																																		
ABC NEWSBRIEF-M-F					179	176	172	96	91	A	14.7	27	1072																																		
1 MON.		8.28P	1	ABC N						B	18.1	29	1319																																		
1 TU&TH		9.58P	1																																												
1 W & F		8.58P	1																																												
2 MON.		10.17P	1																																												
2 TU-TH		9.58P	1																																												
2 FRI.		9.09P	1																																												
ABC NEWSBRIEF-SAT.					36	186	185	96	97	A	13.3	29	970																																		
1 SAT.		8.58P	1	ABC N						B	19.0	34	1385																																		
2 SAT.		9.58P	1																																												
ABC NEWSBRIEF-SUN.					35	187	188	97	97	A	11.1	24	809																																		
1 SUN.		7.58P	1	ABC N						B	18.1	28	1319																																		
2 SUN.		8.58P	1																																												

ABC SATURDAY EVENING NEWS	24	117	114	68	67	A	3.4	10	248	BIONIC WOMAN	24	204	207	98	98	A	12.5	31	911
SAT. 6.30P 30 ABC N						B	5.4	12	394	SAT. 8.00P 60 NBC A						B	16.4	30	1196
ABC SUNDAY NIGHT MOVIE	26		192		99	A	16.0	30	1166	BOB NEWHART SHOW	24	181	181	98	94	A	11.4	29	831
2 SUN. 9.00P 111 ABC FF						B	21.0	34	1531	SAT. 8.00P 30 CBS CS						B	16.0	29	1166
ABC THEATRE(S)		192		99		A	14.1	26	1028	BOY NAMED CHARLIE BROWN(S)		185		96		A	13.4	25	977
1 SUN. 8.00P 194 ABC GD										1 MON. 8.00P 90 CBS EA									
ABC THEATRE PART I(S)		190		99		A	11.8	23	860	CARTER COUNTRY	6	183	163	97	94	A	21.2	36	1545
1 FRI. 9.00P 120 ABC GD										TUE. 9.30P 30 ABC CS						B	21.0	34	1531
ABC THEATRE PART II(S)		192		99		A	13.0	26	948	CBS EVENING NEWS-CRONKITE	170	196	198	98	99	A	11.7	30	853
1 SAT. 9.00P 120 ABC GD										M-F 6.30P 30 CBS N						B	14.6	29	1064
ABC WEEKEND NEWS-SATURDAY	34	141	143	88	88	A	6.4	15	467	CBS EVENING NEWS(B)						A	4.4	13	321
SAT. 11.00P 15 ABC N						B	7.9	17	576	2 SUN. 6.30P 30 CBS N			118	64					
ABC WEEKEND NEWS-SUNDAY	32		150		93	A	6.1	13	445	CBS EVENING NEWS	23	173		89		A	8.3	24	605
2 SUN. 11.00P 15 ABC N						B	6.1	14	445	1 SUN. 6.30P 30 CBS N						B	9.5	19	693
ABC WEEKEND NEWS-SUN (B)		116		75		A	4.4	11	321	CBS FAMILY FILM CLASSICS	3	177	162	95	91	A	10.6	21	773
1 SUN. 11.14P 15 ABC N										TUE. 8.00P 60 CBS FF						B	10.8	21	787
ALICE	28		192		98	A	16.3	30	1188	CBS NEWS SPECIAL(S)			138	90		A	8.5	16	620
2 SUN. 10.30P 30 CBS CS						B	22.5	34	1640	2 WED. 8.00P 60 CBS DN									
ALL IN THE FAMILY	32	194	192	98	98	A	17.6	31	1283	CBS SAT. NEWS-SCHIEFFER	34	154	154	89	89	A	8.6	26	627
1 SUN. 9.00P 30 CBS CS						B	23.2	35	1691	SAT. 6.30P 30 CBS N						B	10.7	23	780
2 SUN. 10.00P 30										CBS SATURDAY NIGHT MOVIE	2		185	99		A	14.8	32	1079
AMERICA SALUTES R RODGERS(S)		185		99		A	10.4	21	758	2 SAT. 9.00P 112 CBS FF						B	13.2	28	962
1 SAT. 9.00P 120 CBS PS										CBS SUNDAY NEWS-BRADLEY	34	131	134	77	78	A	7.0	16	510
ARE YOU A MISSING HEIR(S)			174		98	A	16.8	32	1225	1 SUN. 11.10P 15 CBS N						B	7.6	17	554
2 THU. 10.00P 60 ABC DO										2 SUN. 11.00P 15									

1 TUE.	8.00P	60 NBC GV
DEAN MARTIN CELEBROAST(S)		
1 WED.	10.00P	60 NBC GV
EIGHT IS ENOUGH		30
WED.	8.00P	60 ABC CS
FANTASY ISLAND		14
2 SAT.	10.00P	60 ABC A
FISH		5
THU.	9.30P	30 ABC CS
GOOD TIMES		1
2 MON.	8.30P	30 CBS CS
HAPPY DAYS		34
TUE.	8.00P	30 ABC CS
HARDY BOYS/NANCY DREW		27
2 SUN.	7.00P	60 ABC SM
HAWAII FIVE-O		25
THU.	9.00P	60 CBS OP
HEADLINERS-DAVID FROST		2
WED.	9.00P	60 NBC GV
HUSBANDS, WIVES & LOVERS		5
2 FRI.	10.00P	60 CBS CS
INCREDIBLE HULK		11
2 FRI.	9.00P	60 CBS SF
INCREDIBLE HULK(B)		
1 WED.	8.00P	60 CBS SF

198	97	A	12.9	23	940
200	189	99	97	A	16.0 31 1166
		B	21.3 34 1553		
		A	16.2 35 1181		
		B	20.3 39 1480		
185	177	97	96	A	14.8 27 1079
		B	16.0 27 1166		
		A	13.7 27 999		
		B	13.7 27 999		
207	210	99	99	A	19.5 40 1422
		B	29.9 48 2180		
		A	7.6 19 554		
		B	15.5 26 1130		
183	183	98	95	A	17.5 32 1276
		B	20.1 32 1465		
191	192	96	97	A	12.3 21 897
		B	12.3 21 897		
		A	9.9 18 722		
		B	13.7 25 999		
		A	14.5 28 1057		
		B	18.7 34 1363		
175	98	A	19.3 39 1407		

TUE.	8.30P	30 ABC CS
LIFE-TIMES-GRIZZLY ADAMS		21
WED.	8.00P	60 NBC A
LITTLE HOUSE-PRAIRIE		31
2 MON.	8.00P	60 NBC GD
LOU GRANT MON.		12
10.00P		60 CBS GD
LOVE BOAT		17
2 SAT.	9.00P	60 ABC CS
MAN FROM ATLANTIS		11
2 TUE.	8.00P	60 NBC SF
M*A*S*H		17
1 MON.	9.30P	30 CBS CS
2 MON.	9.00P	30
MCNAMARA'S BAND(S)		
2 SAT.	8.00P	60 ABC CS
MIDNIGHT SPECIAL		34
FRI.	1.00A	90 NBC PC
NBA CHAMPIONSHIP GAME-TUE(S)		
1 TUE.	9.00P	150 CBS SE
NBA CHAMPIONSHIP GAME-FRI(S)		
1 FRI.	9.00P	138 CBS SE
NBA CHAMPIONSHIP GAME 7(S)		
2 WED.	9.00P	160 CBS SE

207	181	96	95	A	11.9 23 868
		B	17.3 28 1261		
		A	17.2 35 1254		
		B	23.2 36 1691		
206		99		A	21.0 37 1531
		B	19.1 32 1392		
		A	15.5 34 1130		
		B	21.5 39 1567		
195	195	97	98	A	8.7 17 634
		B	13.0 20 948		
		A	21.1 36 1538		
		B	24.5 37 1786		
				A	130.0 17 634
				B	130.0 17 948
				A	21.1 36 1538
				B	24.5 37 1786
187	198	96	99	A	6.8 18 496
				B	3.6 26 262
183		96		A	4.0 29 292
				B	3.6 26 262
192	192	98	98	A	11.5 20 838
				B	11.1 22 809
190		98		A	15.4 28 1123
				B	
191		98		A	
				B	
197		98		A	
				B	

[illegible]

[illegible]

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST JUNE 1978 REPORT

PROGRAM NAME										T/C THIS SEASON			NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES																										
WK # DAY START TIME DUR NET TYPE										WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	PROGRAM NAME										T/C THIS SEASON			NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES								
																		WK # DAY START TIME DUR NET TYPE																		WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
WEEKDAY DAYTIME CONT'D																		BATMAN/TARZAN ADV II																									
PASS THE BUCK																		SAT. 11.00A 30 CBS CA																						B	8.9	36	649
1 MTUWF 10.00A 30 CBS QG																		BUGS BUNNY/ROAD RUNNER 1																		198	196	99	99	A	5.8	33	423
2 M-F 10.00A 30																		SAT. 9.00A 30 CBS CA																						B	7.0	32	510
PRICE IS RIGHT 1																		BUGS BUNNY/ROAD RUNNER 2																		198	197	99	99	A	7.1	35	518
1 MTUWF 10.30A 30 CBS AP																		SAT. 9.30A 30 CBS CA																						B	8.7	36	634
2 M-F 10.30A 30																		BUGS BUNNY/ROAD RUNNER 3																		198	194	99	99	A	7.8	36	569
PRICE IS RIGHT 2																		SAT. 10.00A 30 CBS CA																						B	9.4	38	685
M-F 11.00A 30 CBS AP																		CBS SAT. FILM FESTIVAL																		156	152	86	86	A	3.5	19	255
RAZZMATAZZ(S)																		SAT. 1.30P 30 CBS CL																						B	4.3	17	313
2 THU. 4.00P 30 CBS DN																		CBS SPORTS SPEC. SP. ED(S)																			191		97	A	10.9	39	795
RYAN'S HOPE																		2 SAT. 5.00P 60 CBS SE																									
M-F 12.30P 30 ABC DD																		CBS SPORTS SPECTACULAR																		165		91		A	7.5	27	547
SANFORD AND SON M-F																		1 SAT. 5.00P 60 CBS SA																						B	6.9	19	503
M-F 12.00N 30 NBC CS																		DYNAMUTT																		172	175	91	93	A	4.3	21	313
SEARCH FOR TOMORROW																		SAT. 12.00N 30 ABC CA																						B	4.3	21	313
M-F 12.30P 30 CBS DD																		FACE THE NATION																		187	180	99	99	A	2.2	12	160
TODAY SHOW-7.30AM																		SUN. 11.30A 30 CBS CC																						B	3.0	15	219
M-F 7.30A 30 NBC N																		FAT ALBERT AND COSBY KIDS																		197	194	99	99	A	5.9	28	430
TODAY SHOW-8.30AM																																											
M-F 8.30A 30 NBC N																		SAT. 12.00N 30 CBS CA																									
\$20,000 PYRAMID																		GHOST BUSTERS																		60	64	51	51	B	6.6	29	481
M-F 12.00N 30 ABC QG																		SUN. 9.00A 30 CBS CL																						A	1.0	9	73
WHEEL OF FORTUNE																		GO GO GLOBETROTTERS I																		202	202	99	99	B	1.3	10	95
M-F 11.30A 30 NBC QG																		SAT. 8.30A 30 NBC CA																						A	3.5	27	255
YOUNG AND THE RESTLESS																		GO GO GLOBETROTTERS II																		202	202	99	99	B	4.5	26	328
M-F 12.00N 30 CBS DD																		SAT. 9.00A 30 NBC CA																						A	4.6	28	335
*WEEKEND DAYTIME																		GO GO GLOBETROTTERS III																		203	203	99	99	B	5.8	28	423
ABC WIDE WORLD-SPORTS SAT																		SAT. 9.30A 30 NBC CA																						A	5.1	27	372
SAT. 5.00P 90 ABC SA																		GO GO GLOBETROTTERS IV																		203	203	99	99	B	6.1	27	445
ALL NEW SUPERFRIENDS I																		SAT. 10.00A 30 NBC CA																						A	5.1	25	372
SAT. 8.00A 30 ABC CA																		GREAT GRAPE APE																		97	93	66	65	B	5.6	24	408
ALL NEW SUPERFRIENDS II																		SUN. 11.00A 30 ABC CA																						A	3.1	18	226
SAT. 8.30A 30 ABC CA																		HONG KONG PHOOEY																		192	191	97	97	B	3.3	16	241
AMERICAN BANDSTAND '78																		SAT. 8.00A 30 NBC CA																						A	2.2	23	160
SAT. 12.30P 60 ABC PC																		IN THE NEWS- 8.26AM																		193	194	98	98	B	3.1	25	226
AMERICAN SPORTSMAN																		SAT. 8.26A 3 CBS N																						A	2.6	23	190
SUN. 5.00P 60 ABC SA																		IN THE NEWS- 8.56AM																		192	193	95	95	B	3.3	23	241
ANIMALS, ANIMALS, ANIMALS																		SAT. 8.56A 3 CBS N																						A	4.1	27	299
SUN. 11.30A 30 ABC CL																		IN THE NEWS- 9.56AM																		197	196	99	99	B	5.0	26	365
BAGGY PANTS & THE NITWITS																		SAT. 9.56A 3 CBS N																						A	7.8	38	569
SAT. 11.00A 30 NBC CA																		IN THE NEWS-10.26AM																		198	192	99	99	B	9.2	38	671
BATMAN/TARZAN ADV I																		SAT. 10.26A 3 CBS N																						A	7.4	34	539
SAT. 10.30A 30 CBS CA																		IN THE NEWS-10.56AM																		194	193	99	98	B	8.6	34	627
																		SAT. 10.56A 3 CBS N																						A	5.7	27	416
																																								B	7.8	31	569

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST JUNE 1978 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
WEEKEND DAYTIME CONT'D														1 SAT.	2.00P	15	NBC	SC																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		

SUN. 10.30A 30 ABC CA										B	2.8	14	204	SAT. 9.00A 30 ABC CA									B	6.7	33	488																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
KEMPER OPEN-SAT(S)						168		89		A	3.9	15	284	SCOOBY'S-LAFF-LYMPICS II	36	191	191	99	99	A	5.5	29	401																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
1 SAT. 4.00P 60 CBS SE														SAT. 9.30A 30 ABC CA						B	8.2	35	598																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
KEMPER OPEN-SUN(S)						189		99		A	6.4	25	467	SCOOBY'S-LAFF-LYMPICS III	36	191	191	99	99	A	5.7	27	416																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
1 SUN. 3.46P 134 CBS SE														SAT. 10.00A 30 ABC CA						B	8.4	34	612																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
KROFFT SUPERSHOW '78 I					35	190	190	99	98	A	5.2	25	379	SCOOBY'S-LAFF-LYMPICS IV	36	191	189	99	99	A	6.9	32	503																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
SAT. 11.00A 30 ABC CL										B	7.3	29	532	SAT. 10.30A 30 ABC CA						B	8.8	36	642																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
KROFFT SUPERSHOW '78 II					36	190	190	99	98	A	5.5	27	401	SECRETS OF ISIS	18	195	190	97	96	A	5.8	28	423																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
SAT. 11.30A 30 ABC CL										B	7.4	30	539	SAT. 11.30A 30 CBS CL						B	6.6	28	481																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
LADIES PGA CHAMP-SAT(S)								167	90	A	2.9	10	211	SPACE ACADEMY	18	194	194	96	96	A	5.1	25	372																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
2 SAT. 5.11P 79 NBC SE														SAT. 12.30P 30 CBS CL						B	6.5	28	474																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
LADIES PGA CHAMP-SUN(S)								188	96	A	3.7	15	270	SPACE SENTINELS	17	186	184	92	91	A	3.9	19	284																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
2 SUN. 2.30P 121 NBC SE														SAT. 11.30A 30 NBC CA						B	4.8	21	350																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
LAND OF THE LOST					17	168	168	85	85	A	3.8	18	277	SPEED BUGGY	18	193	194	95	95	A	3.5	25	255																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
SAT. 12.00N 30 NBC CL										B	4.5	20	328	SAT. 8.30A 30 CBS CA						B	4.3	24	313																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
MEET THE PRESS					34	197	190	99	97	A	2.6	16	190	SPORTSWORLD	18	169	172	87	88	A	6.1	23	445																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
SUN. 12.30P 30 NBC CC										B	3.2	15	233	1 SUN. 4.00P 99 NBC SE						B	5.3	17	386																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
MEMPHIS OPEN-SAT(S)								171	94	A	2.4	10	175	2 SUN. 4.31P 89																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST JUNE 1978 REPORT

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)														TST 30-1-1970																		
PROGRAM NAME		T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME		T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES														
							K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)								K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)											
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2		WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2		WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	
WEEKEND DAYTIME CONT'D																																
THUNDER					17	149	149	79	79	A	3.3	16	241																			
	SAT.	12.30P	30	NBC	CL					B	3.7	16	270																			
WACKO					26	60	65	51	55	A	1.2	9	87																			
	SUN.	9.30A	30	CBS	CL					B	1.6	10	117																			
WHAT'S NEW, MISTER MAGOO					23	163	163	87	87	A	4.2	22	306																			
	SAT.	1.00P	30	CBS	CA					B	5.7	23	416																			
WLD-RACQUETS CHAMPIONSHIP(S)							173		91	A	3.8	15	277																			
	2 SUN.	3.00P	60	CBS	SE					A	2.9	11	211																			
WORLD INVITATIONAL TENNIS					5	162	154	90	88	A	2.5	10	182																			
	SUN.	3.30P	90	ABC	SE					B	2.5	10	182																			

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. MAY 29, 1978

NATIONAL Nielsen TV AUDIENCE ESTIMATES																												
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00										
W E K 1	TOTAL AUDIENCE (Households (000) & %)						8,460 11.6	14,360 19.7																				
	ABC TV						Sugar Time (OP)		ABC Monday Night Baseball "VARIOUS TEAMS & TIMES" (8:30-12:31AM)B																			
	AVERAGE AUDIENCE (Households (000) & %)						6,630 9.1	7,580 10.4		7.5*	10.5* 13 *		11.8* 19 *		11.4* 18 *		10.6* 18 *											
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						19 8.4	18 7.1		14 * 7.9	11.4 9.6		12.1 11.6		11.6 11.3		10.7 10.5											
W E K 2	TOTAL AUDIENCE (Households (000) & %)						17,280 23.7					13,920 19.1		13,920 19.1														
	CBS TV						A Boy Named Charlie Brown (8:00-9:30PM)(R) (OP)				M*A*S*H (R)				Lou Grant (R)													
	AVERAGE AUDIENCE (Households (000) & %)						9,770 13.4	11.5* 25		13.8* 26 *		14.7* 25 *		11,740 16.1 26		11,230 15.4 25		15.2* 25 *		15.6* 26 *								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						11.2 11.2	11.9 11.9		13.5 13.5		14.2 14.2		14.6 14.9		15.3 15.3		16.9 16.9		15.1 15.1		15.3 15.3		15.4 15.4		15.8 15.8		
W E K 3	TOTAL AUDIENCE (Households (000) & %)						33,320 45.7																					
	NBC TV						(OP)										Happy Birthday, Bob (8:00-11:00PM)											
	AVERAGE AUDIENCE (Households (000) & %)						19,760 27.1	20.3* 47		25.7* 48 *		28.4* 48 *		28.5* 46 *		30.4* 49 *		29.6* 50 *										
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						19.1 19.1	21.5 21.5		25.3 25.3		26.1 26.1		28.1 28.1		28.7 28.7		28.5 28.5		30.1 30.1		30.7 30.7		30.3 30.3		28.9 28.9		
W E K 4	TOTAL AUDIENCE (Households (000) & %)						16,690 22.9																					
	ABC TV						ABC Monday Night Baseball "VARIOUS TEAMS & TIMES" (8:00-11:05PM)B										(OP)		(I)									
	AVERAGE AUDIENCE (Households (000) & %)						8,600 11.8	9.5* 23		11.2* 23 *		12.3* 23 *		13.1* 23 *														
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						9.1 9.1	5.8 5.8		10.9 10.9		11.6 11.6		12.2 12.2		12.8 12.8		13.3 13.3		13.8 13.8		12.6 12.6						
W E K 5	TOTAL AUDIENCE (Households (000) & %)						11,740 16.1	11,370 15.6		22,450 30.8		21,430 29.4		23,470 32.2														
	CBS TV						The Jeffersons (R)		Good Times (R) (OP)		M*A*S*H (R)		One Day at a Time (R)		Lou Grant (R)													
	AVERAGE AUDIENCE (Households (000) & %)						10,130 13.9	9,990 13.7		19,030 26.1		19,610 26.9		19,320 26.5		25.4* 49		27.5* 51 *										
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						13.3 13.3	14.5 14.5		13.3 13.3		14.1 14.1		24.0 24.0		28.2 28.2		26.3 26.3		27.5 27.5		24.9 24.9		26.0 26.0		27.3 27.3		27.6 27.6
W E K 6	TOTAL AUDIENCE (Households (000) & %)						16,480 22.6			14,070 19.3																		
	NBC TV						Little House On The Prairie (R) (OP)										Our Town (9:00-11:00PM)(R)											
	AVERAGE AUDIENCE (Households (000) & %)						12,540 17.2	15.7* 35		18.7* 37 *		6,780 9.3 17		11.0* 20 *		9.3* 16 *		8.5* 15 *		8.5* 16 *								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						14.8 14.8	16.5 16.5		18.4 18.4		18.9 18.9		12.3 12.3		9.8 9.8		9.7 9.7		8.9 8.9		8.7 8.7		8.4 8.4		8.5 8.5		
TV HOUSEHOLDS USING TV																												
(See Def. 1)		W1	37.8	39.1	39.7	41.8	45.8	49.8	51.9	54.4	58.1	60.5	62.0	62.6	62.3	61.5	59.9	58.0										
		W2	43.3	43.7	44.8	46.8	47.0	49.2	50.3	52.1	55.1	57.5	57.6	57.3	55.8	55.4	54.4	53.0										

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

* VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.
(1) SPORTS FILL, ABC, (10:16-11:00PM)(SUS.).

EVE. MON. JUN. 5, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. TUE. MAY 30, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W																	
ABC TV					16,110 22.1		17,200 23.6		21,940 30.1		17,860 24.5		22,160 30.4				
AVERAGE AUDIENCE (Households (000) & %)					13,560 18.6		15,450 21.2		19,250 26.4		16,620 22.8		17,280 23.7	24.0*		23.5*	
SHARE OF AUDIENCE %					38		41		46		38		40	40 *		41 *	
AVG. AUD. BY ¼ HR. %					17.3	19.8	19.9	22.5	25.2	27.6	22.5	23.0	23.1	24.9	24.6	22.4	
E																	
CBS TV					9,550 13.1				17,130 23.5								
AVERAGE AUDIENCE (Households (000) & %)					6,710 9.2	8.7*		9.6*	11.5	7.8*	9.9*	17 *	11.7*	19 *	12.7*		
SHARE OF AUDIENCE %					18	18 *		18 *	20	14 *	17 *	10.2	11.3	12.1	12.4	13.1	
AVG. AUD. BY ¼ HR. %					8.9	8.5	9.5	9.7	7.6	7.9	9.6	10.2	11.3	12.1	12.4	13.1	
K																	
NBC TV					11,150 15.3				21,940 30.1								
AVERAGE AUDIENCE (Households (000) & %)					8,090 11.1	10.6*		11.6*	12.610 17.3	15.0*	17.7*	30 *	18.9*	31 *	17.7*		
SHARE OF AUDIENCE %					22	22 *		22 *	29	26 *	30 *	18.0	18.7	19.1	18.1	17.3	
AVG. AUD. BY ¼ HR. %					10.1	11.1	11.5	11.7	14.7	15.3	17.3	18.0	18.7	19.1	18.1	17.3	
W																	
ABC TV					17,420 23.9		17,640 24.2		19,830 27.2		15,750 21.6		13,410 18.4				
AVERAGE AUDIENCE (Households (000) & %)					14,800 20.3		15,820 21.7		17,500 24.0		14,290 19.6		9,040 12.4	12.9*		11.8*	
SHARE OF AUDIENCE %					42		41		42		34		22	23 *		22 *	
AVG. AUD. BY ¼ HR. %					19.1	21.5	21.0	22.5	23.1	25.0	20.0	19.2	14.0	11.9	11.7	11.9	
E																	
CBS TV					11,520 15.8				13,630 18.7								
AVERAGE AUDIENCE (Households (000) & %)					8,750 12.0	10.8*		13.1*	7,950 10.9	10.0*	10.8*	19 *	11.5*	20 *	11.1*		
SHARE OF AUDIENCE %					24	22 *		25 *	19	18 *	19 *	10.7	11.5	11.5	11.1	11.0	
AVG. AUD. BY ¼ HR. %					10.0	11.6	13.0	13.3	9.9	10.2	10.9	10.7	11.5	11.5	11.1	11.0	
K																	
NBC TV					8,680 11.9				14,070 19.3								
AVERAGE AUDIENCE (Households (000) & %)					6,340 8.7	8.2*		9.2*	8,890 12.2	9.1*	11.7*	20 *	14.0*	25 *	14.8*		
SHARE OF AUDIENCE %					17	17 *		17 *	22	16 *	20 *	13.6	14.4	15.2	14.0		
AVG. AUD. BY ¼ HR. %					8.1	8.2	9.0	9.4	8.6	9.5	11.2	12.1	13.6	14.4	15.2	14.0	
W																	
TV HOUSEHOLDS USING TV	1	43.6	43.9	44.5	45.2	47.5	49.3	50.5	53.9	55.9	58.3	58.6	59.9	59.9	61.1	59.5	56.4
(See Def. 1)	2	41.6	41.9	43.4	45.1	46.9	50.5	52.4	54.1	55.5	57.5	57.3	58.0	56.6	56.3	55.8	53.9

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. MAY 31, 1978

NATIONAL WEEKEND TV AUDIENCE ESTIMATES																						
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00				
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		14,220 19.5					20,850 28.6														
	ABC TV		← Eight Is Enough (R) → (OP) → Starsky & Hutch (R) →																			
	AVERAGE AUDIENCE (Households (000) & %)		9,990 13.7	12.8*			14.6*	17.8	17.0*		12,980 17.8	31	31 *		19.1*	33 *	18.0*	31 *	17.2*	30 *		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		27 12.4	27 *	13.2	14.3	28 *	15.0	16.3	17.6	19.3	18.9	18.0	17.9	17.7	16.8						
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		17,860 24.5					20,560 28.2														
	CBS TV		← Incredible Hulk (R) → (OP) → CBS Wednesday Night Movie "DEATH MOON" (9:00-11:00PM) →																			
	AVERAGE AUDIENCE (Households (000) & %)		14,070 19.3	17.6*			20.9*	18.8	17.6*		13,710 18.8	33	32 *		19.1*	33 *	19.7*	34 *	18.8*	33 *		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		39 16.8	37 *	18.5	20.5	40 *	21.3	17.3	17.9	18.8	19.3	19.8	19.5	19.3	18.4						
WEEK 3	TOTAL AUDIENCE (Households (000) & %)		9,700 13.3					12,830 17.6					12,900 17.7									
	NBC TV		← Life and Times of Grizzly Adams (R) → (OP) → Headliners with David Frost → Dean Martin Celebrity Roast (10:00-11:00PM) →																			
	AVERAGE AUDIENCE (Households (000) & %)		7,360 10.1	5.8*			10.4*	12.3	12.4*		8,970 12.3	22	21 *		12.2*	23	12.2*	21 *	13.7*	24 *		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		20 9.5	21 *	10.1	10.6	20 *	11.9	12.8	12.1	12.2	11.7	12.6	13.7	13.7							
WEEK 4	TOTAL AUDIENCE (Households (000) & %)		17,790 24.4					23,840 32.7					18,520 25.4									
	ABC TV		← Eight Is Enough (R) → Charlie's Angels (R) → (OP) → Starsky & Hutch (R) →																			
	AVERAGE AUDIENCE (Households (000) & %)		13,340 18.3	17.1*			19.5*	25.8	24.1*		18,810 25.8	44	27.4*		14,650 20.1	35	20.7*	36 *	19.4*	34 *		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		34 16.2	33 *	18.0	19.0	35 *	22.6	25.7	27.1	27.8	21.4	20.0	19.9	18.9							
WEEK 5	TOTAL AUDIENCE (Households (000) & %)		8,970 12.3					21,650 29.7														
	CBS TV		← CBS News Special "WHAT'S HAPPENED TO CAMBODIA?" (8:00-9:00PM) → (OP) → NBA Championship Game 7 "WASHINGTON VS. SEATTLE" (9:00-11:00PM)(1) →																			
	AVERAGE AUDIENCE (Households (000) & %)		6,200 8.5	8.4*			8.6*	15.4	12.5*		11,230 15.4	28	14.0*		14.9*	26 *	14.9*	28 *	16.5*	28 *		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		16 8.8	16 *	8.1	8.5	16 *	12.3	12.8	13.5	14.4	14.4	15.5	16.2	16.8							
WEEK 6	TOTAL AUDIENCE (Households (000) & %)		13,050 17.9					12,980 17.8					14,140 19.4									
	NBC TV		← Life and Times of Grizzly Adams (R) → (OP) → Headliners with David Frost → Police Woman (R) →																			
	AVERAGE AUDIENCE (Households (000) & %)		9,910 13.6	12.4*			14.7*	12.3	12.8*		8,970 12.3	21	11.7*		10,860 14.9	25 *	14.2*	25 *	15.7*	28 *		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		25 12.0	24 *	12.9	14.6	27 *	14.9	13.3	12.4	11.9	11.4	13.5	14.9	15.3	16.1						
TV HOUSEHOLDS USING TV (See Def. 1)																						
W1		42.8	44.2	43.3	44.8	46.2	49.2	51.6	53.4	53.5	56.2	57.9	58.6	57.9	58.0	57.3	55.5					
W2		46.3	46.8	48.2	49.3	50.5	52.6	54.7	55.7	56.1	57.8	59.2	60.1	57.9	57.6	57.2	56.1					

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. JUN. 1, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W K 1	ABC TV						11,740 16.1		12,390 17.0		11,150 15.3		11,370 15.6		12,390 17.0			
	TOTAL AUDIENCE (Households (000) & %)						11,740 16.1		12,390 17.0		11,150 15.3		11,370 15.6		12,390 17.0			
	AVERAGE AUDIENCE (Households (000) & %)						9,770 13.4		10,570 14.5		10,210 14.0		10,060 13.8		9,550 13.1			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						30 12.3		30 14.5		27 13.7		25 14.3		25 14.2			
E K 2	CBS TV						11,740 16.1		16,550 22.7		16,550 22.7		15,750 21.6		15,750 21.6			
	TOTAL AUDIENCE (Households (000) & %)						11,740 16.1		16,550 22.7		16,550 22.7		15,750 21.6		15,750 21.6			
	AVERAGE AUDIENCE (Households (000) & %)						8,380 11.5		10,570 14.5		12,250 16.8		18,000 23.3		12,830 17.6			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						25 10.5		23 * 10.6		32 15.2		33 * 17.6		33 * 17.5			
1	NBC TV						13,270 18.2		12,030 16.5		12,030 16.5		12,610 17.3		12,610 17.3			
	TOTAL AUDIENCE (Households (000) & %)						13,270 18.2		12,030 16.5		12,030 16.5		12,610 17.3		12,610 17.3			
	AVERAGE AUDIENCE (Households (000) & %)						10,130 13.9		13,000 17.8		8,820 12.1		11,700 15.7		9,480 13.0			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						30 12.5		29 * 13.6		31 * 14.9		23 * 11.7		24 * 12.9			
W E K 2	ABC TV						12,100 16.6		12,100 16.6		13,340 18.3		12,540 17.2		16,260 22.3			
	TOTAL AUDIENCE (Households (000) & %)						12,100 16.6		12,100 16.6		13,340 18.3		12,540 17.2		16,260 22.3			
	AVERAGE AUDIENCE (Households (000) & %)						10,420 14.3		10,860 14.9		11,960 16.4		11,450 15.7		12,250 16.8			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						30 14.0		29 14.6		30 16.1		28 15.7		32 16.1			
E K 2	CBS TV						12,250 16.8		16,550 22.7		16,550 22.7		17,350 23.8		17,350 23.8			
	TOTAL AUDIENCE (Households (000) & %)						12,250 16.8		16,550 22.7		16,550 22.7		17,350 23.8		17,350 23.8			
	AVERAGE AUDIENCE (Households (000) & %)						8,970 12.3		11,200 15.5		13,270 18.2		19,400 26.4		13,850 19.0			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						25 10.8		23 * 11.5		33 16.6		35 * 19.1		36 18.7			
2	NBC TV						14,730 20.2		12,760 17.5		12,760 17.5		9,190 12.6		9,190 12.6			
	TOTAL AUDIENCE (Households (000) & %)						14,730 20.2		12,760 17.5		12,760 17.5		9,190 12.6		9,190 12.6			
	AVERAGE AUDIENCE (Households (000) & %)						11,010 15.1		14,400 19.8		9,770 13.4		14,000 19.0		6,560 9.0			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						30 13.5		30 * 15.2		24 12.7		25 * 14.0		17 10.1			
TV HOUSEHOLDS USING TV WK		1	39.1	40.8	41.3	41.8	43.8	45.8	46.7	49.3	50.3	51.8	53.7	56.5	54.0	54.0	53.4	52.7
(See Def. 1)		WK 2	44.0	45.4	46.2	47.4	47.4	48.9	51.2	52.5	53.1	54.5	56.0	56.3	53.7	52.9	52.6	51.3

U. S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. JUN. 2, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
W	TOTAL AUDIENCE (Households (000) & %)	11,810 16.2				13,850 19.0													
	ABC TV	Roll of Thunder, Hear My Cry Part I (8:00-9:00PM) (OP) ABC Theatre Part I ELEANOR AND FRANKLIN (9:00-11:00PM)(R)																	
	AVERAGE AUDIENCE (Households (000) & %)	8,680 11.9	11.2*			12.6*	28 *	8,600 11.8	11.2*	23 *		11.8*	22 *		12.0*	22 *	12.2*	23 *	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	27 11.2	27 *	12.4	12.8	11.3	11.2	12.1	11.5	12.0	12.3	12.3	12.1						
E	TOTAL AUDIENCE (Households (000) & %)	12,610 17.3				16,110 22.1													
	CBS TV	Wonder Woman (R) (OP) NBA Championship Game "WASHINGTON VS. SEATTLE" (9:00-11:00PM)(I)																	
	AVERAGE AUDIENCE (Households (000) & %)	9,040 12.4	11.2*			13.5*	29 *	8,090 11.1	9.7*	20 *		10.2*	20 *		11.3*	21 *	11.7*	22 *	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	28 10.5	27 *	13.1	14.0	10.1	9.2	9.8	10.7	11.1	11.4	11.5	11.9						
K	TOTAL AUDIENCE (Households (000) & %)	8,750 12.0				7,800 10.7				20,780 28.5				21,800 29.9					
	NBC TV	C.P.O. Sharkey (R) Chico and The Man (OP) Rockford Files (R) Quincy, M.E. (R)																	
	AVERAGE AUDIENCE (Households (000) & %)	7,440 10.2	9.2			16,110 22.1	44 *	20.2*	41 *	23.9*	45 *	17,860 24.5	23.8*	46 *	25.3*	47 *	25.2	47 *	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	24 10.0	20 10.3	8.9	9.5	18.5	22.0	23.4	24.4	23.2	24.4	23.2	24.4	25.3	25.2				
1	TOTAL AUDIENCE (Households (000) & %)	25,440 34.9																	
	ABC TV	WBC Heavyweight Championship (OP) (8:00-11:00PM)																	
	AVERAGE AUDIENCE (Households (000) & %)	14,360 19.7	12.6*			15.2*	34 *	17.7*	36 *	20.7*	39 *	25.0*	46 *	27.0*	48 *	27.5			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	40 11.6	33 *	14.6	15.8	17.2	18.2	20.0	21.4	24.5	25.5	26.6	27.5						
W	TOTAL AUDIENCE (Households (000) & %)	11,520 15.8				13,270 18.2				9,550 13.1									
	CBS TV	Wonder Woman (R) (OP) Incredible Hulk (R) Husbands, Wives & Lovers																	
	AVERAGE AUDIENCE (Households (000) & %)	7,650 10.5	9.0*			10,570 14.5	13.6*	15.3*	18	10.1*	9.9	10.1*	9.6*						
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	24 8.5	22 *	11.6	12.5	13.4	13.8	15.0	15.7	10.3	9.9	9.7	9.5						
K	TOTAL AUDIENCE (Households (000) & %)	7,730 10.6				8,090 11.1				13,630 18.7				15,530 21.3					
	NBC TV	C.P.O. Sharkey (R) Chico and The Man (OP) Rockford Files (R) Quincy, M.E. (R)																	
	AVERAGE AUDIENCE (Households (000) & %)	6,340 8.7	9.0			10,280 14.1	13.6*	14.5*	17.3	16.9*	31 *	17.6	17.6	17.8					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	22 8.3	20 9.2	8.3	9.6	13.5	13.7	14.6	14.4	16.2	17.6	17.6	17.8						
TV HOUSEHOLDS USING TV WK 1		39.1	39.8	40.4	41.1	41.5	42.6	44.2	46.7	48.3	49.4	51.8	53.3	52.9	53.8	54.6	54.5	53.6	
(See Def. 1) WK 2		37.6	38.5	39.0	40.0	39.4	41.4	43.7	47.3	49.2	50.3	52.8	53.8	53.8	54.6	54.5	54.9	54.9	

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. JUN. 3, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					11,590 15.9					14,803 20.3							
	ABC TV					Roll of Thunder, Hear My Cry Part II (8:00-9:00PM)				(OP)				ABC Theatre Part II "ELEANOR AND FRANKLIN" (9:00-11:00PM)(R)				
	AVERAGE AUDIENCE (Households (000) & %)					8,380 11.5	11.0*			12.0*	13.0	12.0*		12.9*		13.5*		13.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 10.9	27 *			27 *	26	25 *		26 *		26 *		28 *
1	TOTAL AUDIENCE (Households (000) & %)					9,990 13.7					8,890 12.2							
	CBS TV					Bob Newhart Show (R)				Baby, I'm Back (R)				America Salutes Richard Rodgers (9:00-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)					8,460 11.6				7,580 10.4		7,580 10.4	11.2*		10.5*		10.0*	10.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					28 11.4				24 11.8		21 11.4	24 *		21 *		20 *	21 *
1	TOTAL AUDIENCE (Households (000) & %)					12,980 17.8					21,870 30.0							
	NBC TV					Bionic Woman (R)				(OP)				NBC Saturday Night at the Movies "RAFFERTY AND THE HIGHWAY HUSTLERS" (9:00-10:49PM)(R)				
	AVERAGE AUDIENCE (Households (000) & %)					9,700 13.3	12.0*			13,710 18.8		13,710 18.8	16.9*		18.2*		20.4*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					31 11.5	29 *			34 *	38	36 *		37 *		40 *		18.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					7,800 10.7					14,650 20.1							
	ABC TV					McNamara's Band (8:00-9:00PM)				Love Boat (R)				(OP)				
	AVERAGE AUDIENCE (Households (000) & %)					4,960 6.8	6.3*			11,300 15.5		11,300 15.5	13.8*		17.2*		11,810 16.2	16.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					18 6.5	17 *			34 12.3		31 15.3	31 *		36 *		35 *	35 *
2	TOTAL AUDIENCE (Households (000) & %)					9,700 13.3					8,970 12.3							
	CBS TV					Bob Newhart Show (R)				Baby, I'm Back (R)				CBS Saturday Night Movie "VANISHING POINT" (9:00-10:52PM)(R)				
	AVERAGE AUDIENCE (Households (000) & %)					8,090 11.1				7,870 10.8		10,790 14.8	13.4*		14.7*		15.5*	16.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					30 10.5				27 11.7		32 12.9	30 *		31 *		33 *	34 *
2	TOTAL AUDIENCE (Households (000) & %)					11,590 15.9					13,780 18.9							
	NBC TV					Bionic Woman (R)				(OP)				NBC Saturday Night at the Movies "SHARON: PORTRAIT OF A ANTI-STAR" (9:00-11:00PM)(R)				
	AVERAGE AUDIENCE (Households (000) & %)					8,460 11.6	10.6*			7,140 9.8		7,140 9.8	10.3*		9.4*		9.4*	10.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					30 10.0	29 *			21 11.1		23 *			20 *		20 *	22 *
TV HOUSEHOLDS USING TV WK 1		37.1	38.3	39.4	40.2	40.6	42.5	42.8	44.8	46.7	47.8	49.1	50.4	50.8	51.2	50.5	47.3	47.3
(See Def. 1)		33.1	34.0	34.9	35.9	35.7	37.7	38.8	40.6	43.6	45.3	47.0	47.4	46.8	46.8	47.3	46.6	46.6

U.S. TV Households: 72,900,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. SAT. JUN. 10, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SUN. JUN. 4, 1978

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)	9,400 12.9				18,950 26.0												
		AVERAGE AUDIENCE (Households (000) & %)	7,140 9.8				10,280 14.1												
		SHARE OF AUDIENCE %	24	9.2*		10.4*	14.1	10.5*		12.1*			13.6*		14.3*		16.7*		16.6*
		AVG. AUD. BY 1/4 HR. %	9.0	9.4	10.0	10.9	10.2	10.8	12.1	12.1	13.4	13.8	14.1	14.5	16.3	17.1	16.8	16.4	
W E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)	12,830 17.6				11,590 15.9		11,660 16.0		14,870 20.4		18,950 26.0						
		AVERAGE AUDIENCE (Households (000) & %)	9,910 13.6				10,060 13.8		10,350 14.2		12,540 17.2		10,940 15.0		17.0*		15.5*		13.5*
		SHARE OF AUDIENCE %	33	35 *		32 *	29	28	31	27	29 *		27 *		29 *		27 *		25 *
		AVG. AUD. BY 1/4 HR. %	13.0	14.0	13.8	13.4	13.0	14.6	13.7	14.8	16.2	18.3	16.9	17.1	16.1	14.9	13.6	13.3	
W E E K 3	NBC TV	TOTAL AUDIENCE (Households (000) & %)	11,880 16.3				18,150 24.9				24,930 34.2								
		AVERAGE AUDIENCE (Households (000) & %)	8,530 11.7				14,070 19.3		16,040 22.0		20.5*		22.9*		22.9*		22.6*		22.1*
		SHARE OF AUDIENCE %	29	27 *		30 *	39	39 *	40 *	39	37 *		39 *		39 *		39 *		41 *
		AVG. AUD. BY 1/4 HR. %	9.9	11.5	12.1	13.4	17.5	18.9	19.7	21.1	20.5	20.5	22.6	23.2	22.9	22.3	22.8	21.5	
W E E K 4	ABC TV	TOTAL AUDIENCE (Households (000) & %)	8,240 11.3				11,230 15.4				17,280 23.7								
		AVERAGE AUDIENCE (Households (000) & %)	5,540 7.6				7,800 10.7		9.8*		11.5*		16.0		15.6*		17.7*		18.0*
		SHARE OF AUDIENCE %	19	18 *		21 *	24	23 *	24 *	26 *	29 *		29 *		32 *		32 *		33 *
		AVG. AUD. BY 1/4 HR. %	6.6	7.1	8.0	8.8	9.6	10.0	11.4	11.7	12.2	14.0	15.5	15.7	17.6	17.8	18.2	17.7	
W E E K 5	CBS TV	TOTAL AUDIENCE (Households (000) & %)	15,240 20.9				22,820 31.3								14,580 20.0		13,560 18.6		
		AVERAGE AUDIENCE (Households (000) & %)	12,100 16.6				13,630 18.7		16.7*		18.2*		19.6*		20.5*		13,050 17.9		11,880 16.3
		SHARE OF AUDIENCE %	42	41 *		43 *	38	39 *	39 *	39 *	39 *	39 *	38 *		32		30		35 *
		AVG. AUD. BY 1/4 HR. %	14.6	16.4	17.6	17.7	16.3	17.1	17.5	18.8	19.2	20.0	20.3	20.6	17.6	18.1	16.0	16.5	
W E E K 6	NBC TV	TOTAL AUDIENCE (Households (000) & %)	11,080 15.2				22,960 31.5												
		AVERAGE AUDIENCE (Households (000) & %)	7,290 10.0				11,520 15.8		13.3*		14.3*		14.7*		15.2*		17.9*		19.2*
		SHARE OF AUDIENCE %	26	25 *		26 *	31	31 *	30 *		30 *		29 *		28 *		32 *		35 *
		AVG. AUD. BY 1/4 HR. %	9.2	9.9	10.0	10.9	12.6	14.1	14.4	14.2	14.5	15.0	14.9	15.6	17.6	18.3	19.2	19.2	
TV HOUSEHOLDS BY TIME PERIOD			37.7	40.3	42.0	44.0	45.9	48.4	50.1	52.8	55.3	56.9	57.7	58.3	58.1	57.2	55.0	53.8	
TV HOUSEHOLDS BY TIME PERIOD			36.8	38.6	40.1	41.0	41.7	44.3	46.4	47.9	49.7	51.7	53.5	54.9	55.1	56.3	55.2	53.5	

SUN. 11:00 P.M.—12:45 A.M.

MON.-FRI. 11:30 P.M.—1:45 A.M.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %) { 3,430 4.7 ABC Weekend News-Sunday (1) AVERAGE AUDIENCE (Households (000) & %) { 3,210 4.4 SHARE OF AUDIENCE % 11 AVG. AUD. BY ¼ HR. % 5.1 4.3																		
	CBS TV	TOTAL AUDIENCE (Households (000) & %) { 4,960 6.8 CBS Sunday News-Bradley (2) AVERAGE AUDIENCE (Households (000) & %) { 4,520 6.2 SHARE OF AUDIENCE % 15 AVG. AUD. BY ¼ HR. % 6.1 6.3																		
	NBC TV	TOTAL AUDIENCE (Households (000) & %) { 4,450 6.1 NBC Late Night Movie (3) AVERAGE AUDIENCE (Households (000) & %) { 2,700 3.7 SHARE OF AUDIENCE % 19 AVG. AUD. BY ¼ HR. % 4.5 4.5* 4.0 3.8 3.5 9.9 8.4 7.5 6.4 6.0 4.2 2.9 2.6 2.0 2.3																		
	ABC TV	TOTAL AUDIENCE (Households (000) & %) { 4,740 6.5 ABC Weekend News-Sunday (3) AVERAGE AUDIENCE (Households (000) & %) { 4,450 6.1 SHARE OF AUDIENCE % 13 AVG. AUD. BY ¼ HR. % 6.1																		
W E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %) { 5,690 7.8 CBS Sunday News-Bradley (3) AVERAGE AUDIENCE (Households (000) & %) { 5,610 7.7 SHARE OF AUDIENCE % 17 AVG. AUD. BY ¼ HR. % 7.7																		
	NBC TV	TOTAL AUDIENCE (Households (000) & %) { 4,230 5.8 NBC Late Night Movie (3) AVERAGE AUDIENCE (Households (000) & %) { 2,550 3.5 SHARE OF AUDIENCE % 17 AVG. AUD. BY ¼ HR. % 4.0 4.1* 3.7 3.6* 3.3 10.8 9.3 8.5 7.7 6.6 5.9 3.0 2.5 2.0 2.1																		
	ABC TV	TOTAL AUDIENCE (Households (000) & %) { 4,740 6.5 ABC Weekend News-Sunday (3) AVERAGE AUDIENCE (Households (000) & %) { 4,450 6.1 SHARE OF AUDIENCE % 13 AVG. AUD. BY ¼ HR. % 6.1																		
	CBS TV	TOTAL AUDIENCE (Households (000) & %) { 5,690 7.8 CBS Sunday News-Bradley (3) AVERAGE AUDIENCE (Households (000) & %) { 5,610 7.7 SHARE OF AUDIENCE % 17 AVG. AUD. BY ¼ HR. % 7.7																		
TV HOUSEHOLDS USING TV (See Def 1)		WK 1	49.2	40.0	32.2	26.1	22.3	20.0	17.8	32.3	28.8	25.8	23.3	20.3	18.0	15.1	13.5	11.7		
		WK 2	47.0	40.1	30.9	27.3	24.4	22.2	19.8	33.9	30.1	26.6	23.9	21.1	18.8	16.0	13.4	11.8		
U. S. TV Households: 72,900,000		* Half-hour ratings (for immediately preceding and subject quarter-hours).																		

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAY 29-JUN. 2, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	2,480 3.4				2,920 4.0													
	ABC TV	Good Morning, America (Co-op) (Participating) (Co-op) (Participating)																	
	AVERAGE AUDIENCE (Households (000) & %)	1,900 2.6				2,330 3.2													
	SHARE OF AUDIENCE %	22				22													
	AVG. AUD. BY ¼ HR. %	2.5				2.7				3.1				3.3					
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	1,820 2.5				2,920 4.0								2,480 3.4		3,720 5.1			
	CBS TV	CBS Morning News Captain Kangaroo (Co-op) (Participating) (Participating)																	
	AVERAGE AUDIENCE (Households (000) & %)	1,090 1.5				1,750 2.4								2,040 2.8		3,060 4.2			
	SHARE OF AUDIENCE %	13				17								18		25			
	AVG. AUD. BY ¼ HR. %	1.5				1.9				2.3 2.7 2.9				2.5 3.0		4.1 4.4			
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	3,350 4.6				3,500 4.8								3,570 4.9		4,230 5.8			
	NBC TV	Today Show (Co-op) (Participating) (Co-op) (Participating)																	
	AVERAGE AUDIENCE (Households (000) & %)	2,770 3.8				2,770 3.8								2,920 4.0		3,570 4.9			
	SHARE OF AUDIENCE %	29				28								25		29			
	AVG. AUD. BY ¼ HR. %	3.9				3.8				3.8 3.8				3.9 4.2		4.9 4.9			
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	2,260 3.1				3,130 4.3													
	ABC TV	Good Morning, America (Co-op) (Participating) (Co-op) (Participating)																	
	AVERAGE AUDIENCE (Households (000) & %)	1,820 2.5				2,410 3.3													
	SHARE OF AUDIENCE %	20				22													
	AVG. AUD. BY ¼ HR. %	2.5				2.5				3.3 3.5									
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	2,110 2.9				3,650 5.0								3,130 4.3		4,520 6.2			
	CBS TV	CBS Morning News Captain Kangaroo (Co-op) (Participating) (Participating)																	
	AVERAGE AUDIENCE (Households (000) & %)	1,310 1.8				2,110 2.9								2,620 3.6		3,720 5.1			
	SHARE OF AUDIENCE %	16				19								22		28			
	AVG. AUD. BY ¼ HR. %	1.7				2.0 2.5				2.7* 2.9 3.1 3.2				3.4 3.7		4.7 5.4			
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	3,650 5.0				3,650 5.0								3,720 5.1		4,370 6.0			
	NBC TV	Today Show (Co-op) (Participating) (Co-op) (Participating)																	
	AVERAGE AUDIENCE (Households (000) & %)	2,920 4.0				2,920 4.0								3,210 4.4		3,720 5.1			
	SHARE OF AUDIENCE %	29				30								26		28			
	AVG. AUD. BY ¼ HR. %	4.0				4.0				3.9 4.1				4.2 4.5		4.9 5.3			
TV HOUSEHOLDS USING TV WK (See Def. 1)		6.1	8.1	9.3	10.1	11.6	12.7	13.0	13.9	15.1	16.0	16.0	15.9	15.6	16.5	16.5	17.2		
		6.3	7.9	9.6	10.9	12.0	13.0	13.0	13.9	15.5	16.9	16.9	16.9	16.7	17.3	17.8	18.8		

U.S. TV Households: 72,900,000

*Half-hour ratings (for immediately preceding and subject quarter-hours).

(K) Repeat, see page 8.

(UP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAY 29-JUN. 2, 1978

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
W	ABC TV TOTAL AUDIENCE (Households (000) & %) { AVERAGE AUDIENCE (Households (000) & %) { SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																
	5,470 7.5		6,560 9.0		3,940 5.4		5,100 7.0		7,070 9.7				6,340 8.7				
	Happy Days		Family Feud		\$20,000 Pyramid		Ryan's Hope		All My Children (1)				One Life to Live				
	4,590 6.3 34 5.8		5,610 7.7 37 7.6		3,430 4.7 22 4.6		4,450 6.1 29 6.1		5,180 7.1 30 7.0		7.2* 32* 7.4		7.1* 29* 7.0	4,673 6.4 26 6.0	6.2* 25* 6.3	6.7 6.7	6.7*
K	CBS TV TOTAL AUDIENCE (Households (000) & %) { AVERAGE AUDIENCE (Households (000) & %) { SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																
	4,080 5.6		4,160 5.7		5,540 7.6		5,030 6.9				6,780 9.3					6,490 8.9	
	Price is Right 2		Love Of Life (OP)		Young & the Restless		Search for Tomorrow		As The World Turns				Guiding Light				
	3,350 4.6 25 4.3		3,500 4.8 24 4.7		4,810 6.6 31 6.4		4,450 6.1 28 6.0				5,320 7.3 30 6.9		7.1* 29* 7.4		7.5* 30* 7.4	4,960 6.8 27 6.9	7.0* 29* 7.0
1	NBC TV TOTAL AUDIENCE (Households (000) & %) { AVERAGE AUDIENCE (Households (000) & %) { SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																
	4,230 5.8		5,030 6.9		3,210 4.4		3,650 5.0		2,770 3.8		6,200 8.5					4,740 6.5	
	New High Rollers		Wheel of Fortune (2)		Sanford and Son		Gong Show (2)		For Richer, For Poorer		Days Of Our Lives		The Doctors (2)				
	3,570 4.9 27 4.8		4,230 5.8 29 5.6		2,620 3.6 17 3.5		3,060 4.2 19 4.0		2,410 3.3 14 3.4		4,670 6.4 26 6.1		6.2* 26* 6.4		6.6* 27* 6.6	4,300 5.9 24 5.9	5.9
W	ABC TV TOTAL AUDIENCE (Households (000) & %) { AVERAGE AUDIENCE (Households (000) & %) { SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																
	4,960 6.8		6,420 8.8		3,860 5.3		5,610 7.7		7,580 10.4				6,710 9.2				
	Happy Days (3)		Family Feud		\$20,000 Pyramid		Ryan's Hope		All My Children (1)				One Life to Live				
	4,300 5.9 31 5.7		5,390 7.4 35 7.1		3,350 4.6 20 4.5		4,810 6.6 29 6.6		5,760 7.9 32 7.4		7.8* 32* 8.2		7.9* 31* 7.7	5,100 7.0 28 6.6	6.6* 26* 6.7	7.3* 29* 7.3	7.4
K	CBS TV TOTAL AUDIENCE (Households (000) & %) { AVERAGE AUDIENCE (Households (000) & %) { SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																
	4,960 6.8		4,810 6.6		5,760 7.9		5,320 7.3				7,290 10.0					6,630 9.1	
	Price is Right 2		Love Of Life (OP)		Young & the Restless		Search for Tomorrow		As The World Turns				Guiding Light				
	4,230 5.8 30 5.6		4,160 5.7 27 5.5		5,030 6.9 30 6.7		4,670 6.4 28 6.5				5,470 7.5 29 7.0		7.2* 28* 7.4		7.9* 31* 8.0	5,100 7.0 28 7.2	7.1* 28* 7.0
2	NBC TV TOTAL AUDIENCE (Households (000) & %) { AVERAGE AUDIENCE (Households (000) & %) { SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																
	4,370 6.0		5,030 6.9		3,650 5.0		4,160 5.7		2,700 3.7		6,630 9.1					4,810 6.6	
	New High Rollers		Wheel of Fortune (2)		Sanford and Son		Gong Show (2)		For Richer, For Poorer		Days Of Our Lives		The Doctors (2)				
	3,860 5.3 27 5.3		4,370 6.0 28 5.9		2,990 4.1 18 4.0		3,500 4.8 21 4.5		2,260 3.1 13 3.2		5,030 6.9 27 6.5		6.7* 26* 7.0		7.1* 28* 7.1	4,370 6.0 24 6.0	6.0
TV HOUSEHOLDS USING TV WK	18.1	19.4	20.4	21.1	21.5	22.3	21.9	22.2	22.4	23.0	23.4	24.1	23.8	24.1	24.4	25.0	
(See Def. 1)	19.2	20.0	21.0	22.2	23.1	24.0	23.7	23.7	23.7	24.9	24.8	25.0	25.1	25.5	25.0	25.4	

U. S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section, Page A-36.

(1) "ABC NEWSBRIEF", (SUS.). (2) "NBC NEWS UPDATE", (SUS.). (3) "PRESIDENT CARTER'S ADDRESS", ABC, WED., (10:30-11:00AM)(SUS.).

		WEEKEND TV AUDIENCE ESTIMATES																		SAT MON.-FRI. MAY 29-JUN. 2, 1978				
		TIME																						
		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00						
W	TOTAL AUDIENCE (Households (000) & %)	6,420 8.8																		4,160 5.7		6,050 8.3		
	ABC TV																							
	AVERAGE AUDIENCE (Households (000) & %)	4,670																		3,500		5,100		
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	6.4 25 6.5																		6.5* 25* 6.6		4.8 18 4.9		
																					4.8			
E	TOTAL AUDIENCE (Households (000) & %)	5,980 8.2																		4,300 5.9		9,700 13.3		
	CBS TV																							
	AVERAGE AUDIENCE (Households (000) & %)	4,960																		3,790		8,530		
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	6.7* 26* 6.7																		6.8 26 6.3		5.2 20 5.0		
																					5.4			
1	TOTAL AUDIENCE (Households (000) & %)	7,140 9.8																				7,730 10.6		
	NBC TV																							
	AVERAGE AUDIENCE (Households (000) & %)	5,320																				6,710		
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	7.3 28 6.8																		7.0* 27* 7.2		7.6* 29* 7.5		
																							9.2	

[illegible]

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. JUN. 3, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					3,060 4.2		4,520 6.2		4,590 6.3		5,320 7.3		4,810 6.6		6,420 8.8		
AVERAGE AUDIENCE (Households (000) & %)					2,620 3.6		3,650 5.0		3,720 5.1		4,160 5.7		4,230 5.8		4,960 6.8		
SHARE OF AUDIENCE %					37		34		28		28		26		30		
AVG. AUD. BY ¼ HR. %					3.1	4.0	4.9	5.1	4.9	5.4	5.7	5.6	5.4	6.1	7.6	6.0	
K																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					2,260 3.1		3,570 4.9		6,200 8.5		7,070 9.7		7,360 10.1		5,250 7.2		
AVERAGE AUDIENCE (Households (000) & %)					1,820 2.5		2,840 3.9		5,180 7.1		5,900 8.1		6,560 9.0		4,300 5.9		
SHARE OF AUDIENCE %					23		25		36		38		38		27		
AVG. AUD. BY ¼ HR. %					2.3	2.7	3.3	4.5	6.4	7.7	7.6	8.6	9.2	8.8	6.0	5.9	
1																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					1,900 2.6		3,280 4.5		4,520 6.2		4,740 6.5		4,590 6.3		4,880 6.7		
AVERAGE AUDIENCE (Households (000) & %)					1,600 2.2		2,920 4.0		3,650 5.0		3,720 5.1		3,860 5.3		4,010 5.5		
SHARE OF AUDIENCE %					22		27		27		25		23		24		
AVG. AUD. BY ¼ HR. %					1.9	2.6	3.5	4.4	5.1	4.9	4.8	5.3	5.2	5.3	5.1	5.9	
					I am the Greatest (SUS.)		Hong Kong Phooey		Go Go Globetrotters I		Go Go Globetrotters II		Go Go Globetrotters III		Go Go Globetrotters IV (I)		Think Pink Panther
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					2,480 3.4		3,720 5.1		4,080 5.6		4,810 6.6		4,450 6.1		6,200 8.5		
AVERAGE AUDIENCE (Households (000) & %)					1,820 2.5		2,990 4.1		3,570 4.9		3,790 5.2		4,010 5.5		5,100 7.0		
SHARE OF AUDIENCE %					28		35		33		29		29		34		
AVG. AUD. BY ¼ HR. %					2.3	2.7	3.8	4.4	4.7	5.1	5.3	5.2	5.2	5.7	7.5	6.5	
K																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					2,480 3.4		2,840 3.9		4,230 5.8		5,540 7.6		5,540 7.6		4,740 6.5		
AVERAGE AUDIENCE (Households (000) & %)					1,900 2.6		2,260 3.1		3,280 4.5		4,370 6.0		4,810 6.6		4,160 5.7		
SHARE OF AUDIENCE %					26		25		28		32		34		28		
AVG. AUD. BY ¼ HR. %					2.5	2.7	2.9	3.3	4.0	5.0	5.8	6.2	6.4	6.8	5.6	5.7	
2																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					2,190 3.0		2,700 3.7		3,860 5.3		4,520 6.2		4,300 5.9		4,450 6.1		
AVERAGE AUDIENCE (Households (000) & %)					1,600 2.2		2,190 3.0		3,060 4.2		3,720 5.1		3,500 4.8		3,570 4.9		
SHARE OF AUDIENCE %					24		25		28		25		25		24		
AVG. AUD. BY ¼ HR. %					1.9	2.5	2.8	3.2	3.9	4.6	4.9	5.2	4.8	4.8	4.6	5.2	
					I am the Greatest (SUS.)		Hong Kong Phooey		Go Go Globetrotters I		Go Go Globetrotters II		Go Go Globetrotters III		Go Go Globetrotters IV (I)		Think Pink Panther
TV HOUSEHOLDS USING TV WK 1	3.5	3.9	5.2	7.0	9.8	12.0	14.5	17.2	18.9	20.4	20.8	22.3	23.4	23.7	22.4	21.9	
(See Def. 1) WK 2	3.3	4.1	5.8	7.5	9.1	10.6	12.1	13.0	14.5	17.1	18.4	19.2	19.2	19.6	20.5	20.9	

U.S. TV Households: 72,900,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(N) Repeat, see page B.

(OP) See Other Programs Section: Page A-30

A-27

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. JUN. 3, 1978

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
TV HOUSEHOLDS USING TV																	
(See Def. 1)																	
U.S. TV Households: 72,900,000																	

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. JUN. 4, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W	TOTAL AUDIENCE (Households (000) & %)																	2,040 2.8
	ABC TV																	Jabberjaw (OP)
	AVERAGE AUDIENCE (Households (000) & %)																	1,750 2.4
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	13 2.4 2.4
E	TOTAL AUDIENCE (Households (000) & %)																	800 1.1 1,090 1.5
	CBS TV																	Ghost Busters (OP) Wacko (OP) Behold Wondrous Things (SUS.) Look Up And Live (SUS.)
	AVERAGE AUDIENCE (Households (000) & %)																	580 .8 730 1.0
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	7 .7 .9 1.0 1.0
K	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
1	TOTAL AUDIENCE (Households (000) & %)																	2,620 3.6
	ABC TV																	Jabberjaw (OP)
	AVERAGE AUDIENCE (Households (000) & %)																	2,040 2.8
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	17 2.7 2.9
W	TOTAL AUDIENCE (Households (000) & %)																	1,020 1.4 1,170 1.6
	CBS TV																	Ghost Busters (OP) Wacko (OP) Behold Wondrous Things (SUS.) Look Up And Live (SUS.)
	AVERAGE AUDIENCE (Households (000) & %)																	800 1.1 950 1.3
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	9 1.0 1.1 1.2 1.3
K	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
2	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
TV HOUSEHOLDS USING TV WK		2.3	2.5	3.0	3.8	4.9	6.1	7.1	8.1	10.2	11.9	12.7	13.9	15.2	16.6	17.1	18.6	
(See Def. 1)		2.9	3.3	4.2	4.7	5.4	6.6	8.1	9.3	11.0	12.6	12.7	13.5	14.5	15.3	16.2	16.9	

U.S. TV Households: 72,900,000

*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. JUN. 4, 1978

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
TOTAL AUDIENCE (Households (000) & %)	2,840 3.9		2,990 4.1		2,190 3.0												
ABC TV																	
	Great Grape Ape		Animals, Animals, Animals		Issues And Answers		Directions (SUS.)										
AVERAGE AUDIENCE (Households (000) & %)	2,410 3.3		2,260 3.1		1,530 2.1												
SHARE OF AUDIENCE %	18		17		12												
AVG. AUD. BY 1/4 HR. %	3.1	3.5	3.2	3.0	2.2	2.0											
TOTAL AUDIENCE (Households (000) & %)			2,110 2.9				2,260 3.1		11,080 15.2								
CBS TV																	
	Camera Three (SUS.)		Face the Nation				Three on Three		NBA Championship Game WASHINGTON SEATTLE (1:30-2:45PM)								
AVERAGE AUDIENCE (Households (000) & %)			1,460 2.0				1,900 2.6		5,980 8.2		6.7*		8.1*		8.8*		
SHARE OF AUDIENCE %			11				15		33		31*		34*		36*		
AVG. AUD. BY 1/4 HR. %			2.2	1.9			2.3	2.9	5.8	7.5	7.9	8.3	8.5	9.0			
TOTAL AUDIENCE (Households (000) & %)							2,920 4.0										
NBC TV																	
							Meet the Press		Religious Series (SUS.)								
AVERAGE AUDIENCE (Households (000) & %)							2,190 3.0										
SHARE OF AUDIENCE %							18										
AVG. AUD. BY 1/4 HR. %							3.2	2.9									

TOTAL AUDIENCE (Households (000) & %)	2,480 3.4		2,990 4.1		2,260 3.1												
ABC TV																	
	Great Grape Ape		Animals, Animals, Animals		Issues And Answers		Directions (SUS.)										
AVERAGE AUDIENCE (Households (000) & %)	2,040 2.8		2,480 3.4		1,820 2.5												
SHARE OF AUDIENCE %	16		21		16												
AVG. AUD. BY 1/4 HR. %	2.9	2.6	3.3	3.5	2.7	2.3											
TOTAL AUDIENCE (Households (000) & %)			2,040 2.8														
CBS TV																	
	Camera Three (SUS.)		Face the Nation														
AVERAGE AUDIENCE (Households (000) & %)			1,680 2.3														
SHARE OF AUDIENCE %			13														
AVG. AUD. BY 1/4 HR. %			2.3	2.3													
TOTAL AUDIENCE (Households (000) & %)							1,900 2.6									6,340 8.7	
NBC TV																	
							Meet the Press									Ladies PGA Championship (2:30-4:31PM)	
AVERAGE AUDIENCE (Households (000) & %)							1,600 2.2									2,700 3.7	
SHARE OF AUDIENCE %							15									15	2.3*
AVG. AUD. BY 1/4 HR. %							2.2	2.1								2.1	2.6

TV HOUSEHOLDS USING TV	18.1	18.3	18.0	17.7	17.3	17.8	18.5	19.2	18.8	19.4	21.2	22.5	22.8	23.9	23.5	24.2
(See Def. 1)	17.3	16.6	16.2	16.1	15.4	15.8	16.3	16.4	17.7	18.4	19.4	20.3	21.3	21.9	22.5	

U.S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(UP) See Other Programs Section: Page A-35

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. JUN. 4, 1978

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			3,430 4.7						5,900 8.1								
AVERAGE AUDIENCE (Households (000) & %)			1,600 2.2	2.1*		2.1*		2.3*	3,570 4.9	3.9*			5.9*				
SHARE OF AUDIENCE %			8	8*		8*		9*	18	15*			22*				
AVG. AUD. BY 1/4 HR. %			2.2	2.1	2.1	2.1	2.4	2.2	3.5	4.3	5.4		6.3				
World Invitational Tennis ————— American Sportsman —————																	
K																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					9,620 13.2											6,930 9.5	
AVERAGE AUDIENCE (Households (000) & %)					4,670 6.4											6,050 8.3	
SHARE OF AUDIENCE %					25											24	
AVG. AUD. BY 1/4 HR. %					7.1											7.8	8.8
— NBA Championship Game "WASHINGTON VS. SEATTLE" (1:30-3:46PM)(1) ————— Kemper Open (3:46-6:00PM) ————— CBS Evening News																	
1																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					8,020 11.0											4,880 6.7	
AVERAGE AUDIENCE (Households (000) & %)					3,790 5.2											3,940 5.4	
SHARE OF AUDIENCE %					20											16	
AVG. AUD. BY 1/4 HR. %					4.6											5.5	5.4
————— Sportsworld ————— NBC Nightly News-Sun.																	
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			4,740 6.5						6,420 8.8								
AVERAGE AUDIENCE (Households (000) & %)			2,550 3.5	3.3*		3.5*		3.5*	4,230 5.8	5.5*			6.0*				
SHARE OF AUDIENCE %			14	13*		14*		13*	20	19*			20*				
AVG. AUD. BY 1/4 HR. %			3.3	3.4	3.4	3.7	3.5	3.5	5.2	5.7	6.0		6.0				
————— World Invitational Tennis ————— American Sportsman —————																	
K																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			4,880 6.7		8,600 11.8											4,160 5.7	
AVERAGE AUDIENCE (Households (000) & %)			2,770 3.8	3.7*	3,210 4.4	3.0*		3.6*		4.3*		5.1*		5.8*	4.4	3,210 4.4	
SHARE OF AUDIENCE %			15	15*	15*	16	12*	14*		16*		18*		19*	13	13	
AVG. AUD. BY 1/4 HR. %			3.7	3.6	3.8	4.1	3.0	3.4	3.9	4.1	4.5	4.7	5.6	6.1	5.6	4.0	4.9
World Invitational Racquets Championship (3:00-4:00PM) ————— Memphis Open (4:00-6:30PM) ————— CBS Evening News (5)																	
2																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)						8,820 12.1										4,810 6.6	
AVERAGE AUDIENCE (Households (000) & %)						5,180 7.1										3,860 5.3	
SHARE OF AUDIENCE %						19*	25	23*		27*		26*				16	
AVG. AUD. BY 1/4 HR. %						5.0	5.5	6.6	7.2	7.6	7.7	7.6				5.3	5.3
Ladies PGA Championship (2:30-4:31PM)(1) ————— Sportsworld (4:31-6:00PM) ————— NBC Nightly News-Sun.																	
TV HOUSEHOLDS USING TV	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W
(See Def. 1)	25.8	26.2	27.0	26.7	25.8	26.4	27.1	27.3	26.7	27.5	28.1	28.5	30.3	32.5	34.3	35.3	
	22.8	24.4	25.2	25.6	25.4	26.2	26.9	27.9	28.5	29.1	30.0	30.7	31.0	31.9	32.3	33.8	

U. S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(UP) See Other Programs Section: Page A-35

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

WEEK 1														WEEK 2													
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR											
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %												
EVENING MONDAY																											
	ABC	11.30-12.37AM	POLICE STORY-MON(B)	11.30	2,410	3.3	1,680	2.3	8	2.2																	
				11.45				2.1*	7*	2.0																	
				12.00						2.2																	
				12.15				2.3*	9*	2.5																	
				12.30						2.5																	
	ABC	11.30-12.02AM	SOAP-MON	11.30							5,540	7.6	4,810	6.6	21	6.8											
				11.45										6.6*	21*	6.4											
				12.00												6.2											
	ABC	12.02- 1.10AM	POLICE STORY-MON	12.00							4,590	6.3	2,990	4.1	20	4.5											
				12.15										4.1*	17*	3.8											
				12.30												4.1											
				12.45										4.0*	21*	3.9											
				1.00												4.2											
EVENING TUESDAY																											
	ABC	11.30-12.02AM	SOAP-TUE	11.30							6,420	8.8	5,470	7.5	24	7.6											
				11.45										7.5*	24*	7.4											
				12.00												6.5											
	ABC	11.30- 1.09AM	TUESDAY MOVIE OF THE WEEK	11.30	7,000	9.6	3,860	5.3	23	7.1																	

	11.45				6.5*	22*	5.9						
	12.00						5.7						
	12.15				5.5*	24*	5.2						
	12.30						4.6						
	12.45				4.3*	24*	4.0						
	1.00						3.6						
ABC 12.02- 1.04AM TUESDAY MOVIE OF THE WEEK	12.00							3,860	5.3	2,550	3.5	18	4.3
	12.15									3.8*	16*		3.4
	12.30												3.4
	12.45									3.3*	19*		3.2
	1.00												2.9
CBS 9.00-11.30PM NBA CHAMPIONSHIP GAME-TUE(S)	11.00						15.8						
	11.15				15.5*	31*	15.3						
EVENING WEDNESDAY													
ABC 11.30-12.33AM POLICE STORY-WED	11.30	6,050	8.3	4,590	6.3	24	6.7	7,140	9.8	4,740	6.5	24	6.7
	11.45				6.5*	23*	6.3				6.7*	21*	6.7
	12.00						6.2						6.7
	12.15				6.2*	26*	6.1				6.5*	27*	6.2
	12.30						5.4						5.2
ABC 12.33- 1.33AM WED. MYSTERY OF THE WEEK	12.30	3,430	4.7	2,330	3.2	20	4.2	3,860	5.3	2,410	3.3	21	4.1
12.33- 1.35AM	12.45				3.8*	20*	3.4				3.6*	19*	3.2
	1.00						2.8						3.3
	1.15				2.7*	19*	2.6				3.2*	23*	3.0
	1.30						2.6						2.8
CBS 9.00-11.40PM NBA CHAMPIONSHIP GAME 7(S)	11.00												19.0
	11.15												
CONT'D													
										19.4*	37*		19.8

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	WEEK 1					WEEK 2							
					TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING WEDNESDAY CONT'D																	
	CBS	9.00-11.40PM	NBA CHAMPIONSHIP GAME 7-CONT'D	11.30													13.6
EVENING THURSDAY																	
	ABC	11.30-12.36AM	STARSKY AND HUTCH-11:30	11.30	7,650	10.5	5,320	7.3	29	7.2	7,580	10.4	5,540	7.6	28	7.5	
				11.45				7.1*	25*	7.0				7.6*	25*	7.6	
				12.00						7.6						7.7	
				12.15				7.6*	34*	7.6				7.8*	32*	8.0	
				12.30						7.0						7.0	
	ABC	12.36- 1.15AM	TOMA	12.30	3,500	4.8	2,700	3.7	23	4.8	4,450	6.1	3,790	5.2	30	5.2	
		12.36- 1.18AM		12.45				4.3*	24*	3.9				5.2*	27*	5.2	
				1.00						2.9						5.1	
				1.15												5.2	
EVENING FRIDAY																	
	ABC	11.30-12.35AM	BARETTA-11:30PM	11.30	6,710	9.2	4,450	6.1	20	6.1	6,850	9.4	4,670	6.4	20	7.2	
		11.30-12.36AM		11.45				6.1*	18*	6.1				6.6*	19*	6.1	
				12.00						6.3						6.1	
				12.15				6.2*	22*	6.1				6.2*	21*	6.3	
				12.30						4.8						5.6	

CBS	9.00-11.18PM	NBA CHAMPIONSHIP GAME-FRI(S)	11.00	FOR RTGS SEE PAGE A-10					13.8						
			11.15						12.1						
NBC	1.00- 2.30AM	MIDNIGHT SPECIAL	1.00	5,470	7.5	2,840	3.9	30	5.4	5,470	7.5	2,920	4.0	27	5.0
			1.15				5.0*	29*	4.5				4.7*	25*	4.4
			1.30						4.3						4.1
			1.45				4.1*	33*	3.8				4.1*	28*	4.0
			2.00						2.8						3.8
			2.15				2.7*	29*	2.5				3.3*	30*	2.9
EVENING SATURDAY															
ABC	8.58- 8.59PM	ABC NEWSBRIEF-SAT. .	8.45	7,360	10.1	7,360	10.1	22	10.1	11,960	16.4	11,960	16.4	35	16.4
	9.58- 9.59PM		9.45												
ABC	11.00-11.15PM	ABC WEEKEND NEWS-SATURDAY	11.00	5,100	7.0	4,960	6.8	16	6.8	4,450	6.1	4,300	5.9	14	5.9
CBS	8.58- 8.59PM	NEWSBREAK-SAT.	8.45	7,870	10.8	7,870	10.8	24	10.8	6,490	8.9	6,490	8.9	22	8.9
NBC	8.58- 8.59PM	NBC NEWS UPDATE-SAT.	8.45	10,500	14.4	10,500	14.4	32	14.4	8,970	12.3	8,970	12.3	30	12.3
NBC	11.30-12.55AM	SATURDAY NIGHT	11.30							13,120	18.0	8,460	11.6	40	12.8
			11.45										13.0*	39*	13.1
			12.00												12.0
			12.15										11.6*	40*	11.3
			12.30												10.2
			12.45										9.8*	40*	9.1
NBC	11.30- 1.00AM	WEEKEND(S)	11.30	8,310	11.4	4,590	6.3	23	8.9						
			11.45				8.2*	26*	7.6						
			12.00						6.5						
			12.15				6.1*	23*	5.7						
			12.30						5.4						
			12.45				4.7*	21*	4.1						

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1				WEEK 2								
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE	
EVENING SUNDAY																
ABC	7.58- 7.59PM	ABC	MINUTE MAGAZINE	7.45							6,200	8.5	6,200	8.5	21	8.5
ABC	8.00-11.14PM	ABC	THEATRE(S)	11.00	FOR RTGS SEE PAGE A-14				15.3							
ABC	7.58- 7.59PM	ABC	NEWSBRIEF-SUN.	7.45	8,020	11.0	8,020	11.0	25	11.0						
	8.58- 8.59PM			8.45							8,160	11.2	8,160	11.2	23	11.2
CBS	8.57- 8.59PM	CBS	NEWSBREAK-SUN.	7.45							11,370	15.6	11,370	15.6	38	15.6
	7.58- 7.59PM			8.45	10,350	14.2	9,990	13.7	26	13.7						
CBS	9.30-11.10PM	CBS	TONY AWARDS(S)	11.00	FOR RTGS SEE PAGE A-14				12.3							
NBC	8.58- 8.59PM	NBC	NEWS UPDATE-SUN.	8.45	12,760	17.5	12,760	17.5	33	17.5						
	9.12- 9.13PM			9.00							9,550	13.1	9,550	13.1	26	13.1
NBC	11.30- 1.33AM	NBC	LATE NIGHT MOVIE	12.45	FOR RTGS SEE PAGE A-16				3.5*	21*	3.4	FOR RTGS SEE PAGE A-17		3.4*	18*	3.4
	11.30- 1.34AM			1.00						3.0						3.4
				1.15						3.0						3.1
				1.30						2.7						2.6

EVENING MONDAY-FRIDAY

ABC	9.58- 9.59PM	ABC NEWSBRIEF-M-F	M-F	8.15 8.45 9.00 9.45 10.15	9,700	13.3	9,700	13.3	25	8.1 12.0 17.4	11,660	16.0	11,660	16.0	29	15.4 18.4 9.2
CBS	8.58- 8.59PM	NEWSBREAK-M-F	M-F	8.45	9,110	12.5	9,110	12.5	24	12.5	8,970	12.3	8,970	12.3	24	12.3
CBS	11.30- 1.11AM	LATE MOVIE I	M-F	1.00							FOR RTGS SEE PAGE A-17					3.9
CBS	1.43- 2.43AM	LATE MOVIE II	TU-TH	12.00 12.15 12.30 12.45 1.00 1.15 1.30 1.45 2.00 2.15	3,430	4.7	2,700	3.7 3.6*	24 16*	3.9 3.4 4.1 3.9 4.0 4.0 3.8 3.2 3.2	3,350	4.6	3,060	4.2 5.4*	28 23*	5.7 5.2 5.3 5.5 3.9 3.0 3.0 3.7 3.7 3.6
NBC	8.58- 8.59PM	NBC NEWS UPDATE-M-F	M-F	8.45	9,110	12.5	9,110	12.5	24	12.5	7,440	10.2	7,440	10.2	20	10.2
DAY MONDAY-FRIDAY																
ABC	3.00- 4.32PM	DAYTIME EMMY AWARDS(S)	WED.	3.00 3.15 3.30 3.45 4.00 4.15 4.30							11,230	15.4	7,000	9.6 9.1*	33 33*	9.1 9.1 9.1 8.9 10.3 11.1 11.1
														9.0*	31*	8.9
														10.7*	34*	10.3

NATIONAL Nielsen TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK TIME (N.Y.T.) PROGRAM QUARTER HOUR					WEEK 1					WEEK 2						
					TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %	HOUSEHOLDS (000)		%	HOUSEHOLDS (000)	SHARE %			
DAY MONDAY-FRIDAY CONT'D																
ABC	4.30- 5.30PM	ABC AFTERSCHOOL SPECIAL(S)	WED.	4.30	6,200	8.5	4,160	5.7	19	5.0						
				4.45				5.2*	18*	5.5						
				5.00						6.2						
				5.15				6.1*	19*	6.0						
CBS	10.00-11.00AM	MAGAZINE(S)	THU.	10.00	4,520	6.2	2,770	3.8	25	3.7						
				10.15				3.8*	26*	3.8						
				10.30						3.8						
				10.45				3.9*	25*	3.9						
CBS	11.55-11.59AM	CBS MID-DAY NEWS-EDWARDS	M-F	11.45	3,500	4.8	3,280	4.5	22	4.5	4,080	5.6	3,860	5.3	25	5.3
CBS	4.00- 4.30PM	RAZZMATAZZ(S)	THU.	4.00							4,960	6.8	4,300	5.9	20	6.3
				4.15												5.4
DAY SATURDAY																
ABC	8.55- 8.59AM	SCHOOLHOUSE ROCK- 8.55AM		8.45	3,860	5.3	3,650	5.0	31	5.0	3,280	4.5	3,060	4.2	34	4.2
ABC	9.55- 9.59AM	SCHOOLHOUSE ROCK- 9.55AM		9.45	4,450	6.1	4,080	5.6	27	5.6	4,010	5.5	3,650	5.0	27	5.0
ABC	10.55-10.59AM	SCHOOLHOUSE ROCK-10.55AM		10.45	4,370	6.0	3,860	5.3	24	5.3	4,590	6.3	4,230	5.8	28	5.8
ABC	11.55-11.59AM	SCHOOLHOUSE ROCK-11.55AM		11.45	3,860	5.3	3,500	4.8	23	4.8	4,370	6.0	3,940	5.4	27	5.4
ABC	12.25-12.29PM	SCHOOLHOUSE ROCK-12.25PM		12.15	2,990	4.1	2,550	3.5	16	3.5	3,130	4.3	3,060	4.2	21	4.2

CBS	8.26- 8.29AM	IN THE NEWS- 8.26AM	8.15	2,040	2.8	1,820	2.5	21	2.5	2,330	3.2	1,970	2.7	25	2.7
CBS	8.56- 8.59AM	IN THE NEWS- 8.56AM	8.45	3,650	5.0	3,280	4.5	26	4.5	2,700	3.7	2,700	3.7	28	3.7
CBS	9.56- 9.59AM	IN THE NEWS- 9.56AM	9.45	6,850	9.4	6,630	9.1	41	9.1	4,810	6.6	4,670	6.4	33	6.4
CBS	10.26-10.29AM	IN THE NEWS-10.26AM	10.15	6,420	8.8	5,830	8.0	34	8.0	5,320	7.3	4,880	6.7	34	6.7
CBS	10.56-10.59AM	IN THE NEWS-10.56AM	10.45	4,370	6.0	4,160	5.7	26	5.7	4,300	5.9	4,160	5.7	27	5.7
CBS	11.26-11.29AM	IN THE NEWS-11.26AM	11.15	5,610	7.7	5,180	7.1	33	7.1	5,320	7.3	4,740	6.5	31	6.5
CBS	11.56-11.59AM	IN THE NEWS-11.56AM	11.45	4,960	6.8	4,590	6.3	30	6.3	4,080	5.6	3,720	5.1	25	5.1
CBS	12.26-12.29PM	IN THE NEWS-12.26PM	12.15	3,860	5.3	3,570	4.9	23	4.9	4,300	5.9	4,080	5.6	28	5.6
CBS	12.56-12.59PM	IN THE NEWS-12.56PM	12.45	3,720	5.1	3,570	4.9	23	4.9	3,860	5.3	3,350	4.6	23	4.6
CBS	1.26- 1.29PM	IN THE NEWS- 1.26PM	1.15	3,790	5.2	3,570	4.9	23	4.9	2,920	4.0	2,620	3.6	20	3.6
CBS	1.56- 1.59PM	IN THE NEWS- 1.56PM	1.45	2,920	4.0	2,700	3.7	18	3.7	2,330	3.2	2,110	2.9	17	2.9
NBC	2.00- 2.09PM	NBC MAJOR LEAGUE PRE GAME	2.00							5,030	6.9	3,210	4.4	21	4.4
NBC	2.09- 5.11PM	NBC MAJOR LEAGUE BASEBALL	5.00												6.2
										FOR RTGS SEE PAGE A-27					
DAY SUNDAY															
ABC	10.55-10.59AM	SCHOOLHOUSE ROCK-10.55AM	10.45	1,820	2.5	1,820	2.5	14	2.5	2,110	2.9	2,040	2.8	17	2.8
ABC	11.55-11.59AM	SCHOOLHOUSE ROCK-11.55AM	11.45	2,410	3.3	2,260	3.1	18	3.1	2,550	3.5	2,330	3.2	20	3.2
CBS	9.26- 9.29AM	IN THE NEWS- 9.26AM	9.15	730	1.0	660	.9	8	.9	950	1.3	800	1.1	9	1.1
CBS	9.56- 9.59AM	IN THE NEWS- 9.56AM	9.45	950	1.3	800	1.1	8	1.1	1,090	1.5	950	1.3	10	1.3
CBS	1.30- 3.46PM	NBA CHAMPIONSHIP GAME-SUN	3.45						8.2						
										FOR RTGS SEE PAGE A-32					
NBC	2.30- 4.31PM	LADIES PGA CHAMP-SUN(S)	4.30												5.1
										FOR RTGS SEE PAGE A-33					



**CORRECTION
NOTICE**

June 23, 1978

**NIELSEN NATIONAL TV RATINGS REPORT
Second Report For May, 1978
(Two Weeks Ending May 28, 1978)**

The repeat designation for NBC Movie of the Week's episode entitled "Rooster Cogburn", aired on Wednesday, May 24, was inadvertently omitted. We regret this inconvenience.

A. C. NIELSEN COMPANY Nielsen Plaza • Northbrook, IL 60062 • (312) 498-6300
New York, NY 10019 • 1290 Ave. of the Americas • (212) 956-2500
Menlo Park, CA 94025 • 70 Willow Road • (415) 321-7700